

## ABSTRACT OF THE DISCLOSURE

In a liquid crystal display device which is constructed by sealing a liquid crystal having spontaneous polarization in an active matrix panel including a coloring member and displays an image on

5 a frame by frame basis by repeating a data writing process and a data erasing process for the active matrix panel, the frequency in the data writing process is set at least twice higher than a frame frequency and the data writing process and the data erasing process are completed within one frame time so that time taken for

10 transmission of light through the coloring member is not more than a half of one frame time. The coloring member is in a non-light-transmitting state during a period of not shorter than a half of one frame, and the blurred outline section of a moving image is reduced.

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